

Michigan Wheat Program November 2012 Article

The Michigan Wheat Program has launched its website at www.miwheat.org. The site contains information on the activities of the board since their first meeting, just one year ago. In one short year, a lot has been accomplished by the state's newest check-off program.

When visiting www.miwheat.org, there is news on the side of the home page, information about the MWP and an opportunity to register for additional information by providing an email address. The email addresses will be used to provide additional information to growers throughout the season, including alerts during the growing and harvesting seasons. The email addresses will not be shared or sold. The only contact will come from the MWP.

Above the photos, there are different audience links. The grower link provides an update on research and also production issues. Here growers will find production information including updates from Michigan State University Extension, and soon an RSS Feed of wheat information.

The industry link provides assessment information for first purchasers of Michigan wheat and also seed wheat.

The third link is focused on consumers. There is a kid's activity page which is the result of a partnership with the Michigan Festivals & Events Association and McDonalds. This can be downloaded and completed. Also on this page are links to the National Association of Wheat Growers nutrition and recipe information.

Under the board link there is more information on the 9-member governor-appointed board, such as board contact information and a map of the districts. Late next spring, when it is time for appointments, there will be additional information for anyone interested in serving on the board.

The partner links page provides direct access to those organizations the MWP has worked with and is partnering with on projects. Also included is a calendar listing wheat board meetings, events and activities at which wheat board members and staff will be present and other important ag events.

There is also information under media. The media page houses links to articles, press releases, radio interviews and other media. The news page will house news items of interest to growers.

The new MWP website will continue to grow and offer more information for growers, industry and consumers. The organization is new and as it grows the information available will expand as well.

Make sure you add www.miwheat.org to your favorites and click on the website when you are looking for wheat information. Please visit the contact information tab to send us your thoughts and ideas about the website or the organization, in general. As always, you can call us at 1-888-WHEAT01.